Yuxin SU

Associate Professor

Academy: Transformation

Research center: SKEMA Centre for Sustainability Studies

Campus: Suzhou

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Research interests

Applied Microeconomics, Behavioral Economics, Experimental Economics

Education

2021	Ph.D. in Economics, Claremont Graduate University, United States of America
2015	Master in Economics, University of Southern California, United States of America
2014	BA in Economics, Mathematics, University of Maryland, College Park, United States of America

Experience

Full-time academic positions

Since 2026	Associate Professor of Economics, SKEMA Business School, China
Since 2021	Assistant Professor of Economics, SKEMA Business School, China

Publications

Peer-reviewed journal articles

SAIDANE, D., SU, Y. and BEN ABDALLAH, S. (2026). On the Edge of Green: How Environmental Performance Benchmarks Drive Corporate Greenwashing Behavior? *Journal of Business Research*, 206, pp. 115919.

CHEN, X., LI, N., LI, W., SU, Y. and YANG, H. (2026). The Leveraging Game: Corporate Response to Green Credit Policy. *International Journal of Finance and Economics*.

SU, Y. (2026). Hitting the mark: the power of self-chosen goals in academic success. *Review of Behavioral Economics*, 13(2), pp. 253–284.

CAO, Y., SU, Y., WANG, G. and ZHANG, C. (2025). Health Insurance Coverage Changes Under the Affordable Care Act Among High Housing Cost Households, 2010–18. *Health Economics*, 34(3), pp. 415-430.

ZHOU, T., CHEN, G., SU, Y., YANG, T. and DING, J. (2025). Green bond underwriting, financial openness, and profitability of commercial banks. *International Review of Financial Analysis*, 99, pp. 103900.

HONG, B., KIM, K. and SU, Y. (2024). The Intergenerational Transmission of Risk Preferences: Evidence from Field Experiments in China and Korea. *Journal of Family and Economic Issues*, 45, pp. 151–173.

CAPRA, M., JIANG, B. and SU, Y. (2024). Green self-image boosts online volunteering for environmental causes: Experimental evidence. *Journal of Behavioral and Experimental Economics*, 110(102186).

CAO, Y., CAPRA, M. and SU, Y. (2023). Can prosocial incentives and self-chosen goals improve performance? An online real-effort experiment. *Oxford Economic Papers*, 75(4), pp. 973–992.

CAO, Y., CAPRA, M. and SU, Y. (2023). Do prosocial incentives motivate women to set higher goals and improve performance? *Journal of Economic Psychology*, 99, pp. 102659.

CAPRA, M., JIANG, B. and SU, Y. (2022). Do Pledges Lead to More Volunteering? An Experimental Study. *Economic Inquiry*, 60(1), pp. 87-100.

CAPRA, M., JIANG, B. and SU, Y. (2021). Altruistic Self-Concept Mediates the Effects of Personality Traits on Volunteering: Evidence from an Online Experiment. *Journal of Behavioral and Experimental Economics*, 92, pp. 101697.

Conference presentations

SU, Y. (2025). Beyond Commitment: Exploring the Role of Prosocial Incentives in Goal-Setting Effectiveness. In: 2025 Asia-Pacific Meeting of the Economic Science Association.

SU, Y. (2025). Beyond Commitment: Exploring the Role of Prosocial Incentives in Goal-Setting Effectiveness. In: 2025 ESA World Meeting.

Other research activities

Senior or associate editor

Since 2026	Cogent Economics & Finance

Organization of a conference or a seminar

2023	Co-organizer, Economic Science Association (ESA) Sessions, WEAI 98th Annual Conference
2023	Co-organizer, Economic Science Association (ESA) Sessions, WEAI 17th International Conference